



Contacts

APRIL 1961



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T. EATON CO.
CANADA LIMITED

of Winnipeg, Manitoba, for
distribution to the co-workers
of the Company.

Vol. 37 APRIL, 1961 No. 4

Editor: Ruth Spurway

PUBLICATION DATE:
15th of Each Month

NEWS DEADLINE:
The End of Previous Month.

COVER STORY

April this year came with the Easter bunny, but every year April includes for us in Winnipeg the break-up of the ice on our rivers and the first shy silken anemones pushing up through the meadow grass. Most of us call our provincial flower a "crocus" but we should probably remember its proper name.



The cover picture was taken by Bill Rose and shows the footbridge to Assiniboine Park and one aspect of an ice jam of early spring.

I Want to Know..

What is the Company's Policy with regard to the re-hiring of retired employees?

Retired employees may be re-hired on a temporary or part-time basis only and may not be on staff for any longer than five months at one time, after which there must be a break in service of at least one month.

Are retired employees permitted to return to their former jobs?

It is the intention of the Company that the job being vacated by a retiring employee be assigned to a younger employee, especially when it could mean a promotion for the younger person.

If an employee should be forced to stop work because of ill health and had to leave the Company how would his pension be affected?

If an employee is within ten years of retirement age when these circumstances arise, early retirement may be arranged.

If I leave the Company before my normal retirement date do I lose my contributions to the pension?

No. You can never lose your contributions. You may withdraw the total of your own contributions together with accumulated interest in cash if you leave the Company before your normal retirement date. Or, alternatively, if you have completed 20 years of continuous service with the Company you may leave your contributions on deposit to provide you with a reduced annuity at your normal retirement date.

HONoured ON THEIR RETIREMENT

MR. H. DOUGLAS MACNAMARA

Mr. Douglas Macnamara, well known to all Western staff, retired on Thursday, March 30 after 33 years of service with the Company. His career has been varied both as to the departments where he has had responsibility and the branches where he has served. Starting in the Carpets in the Winnipeg Store he was located successively in Calgary Furniture, Winnipeg (Interior Design, Carpets, Lingerie, Hardware and Carpets again), Vancouver as Mail Order Manager for six years and lately in Winnipeg Stock Audit for seven years.

Mr. Macnamara was born in Winnipeg and attended school here. He is married and has one son and one daughter. He is a life member of Prince Rupert Lodge No. 1, A.F. & A.M., a charter member of the Evergreen Lodge, No. 143, Vancouver, and a member of both Elmhurst Golf and Country Club and the Shaughnessy Golf and Country Club, Vancouver.

Mr. Macnamara plans to return to "the evergreen playground" and locate in or near Vancouver. Honouring him on this occasion his friends and associates held several gala events, a stag on Monday the 27th with his cribbage club, a reception on Tuesday the 28th by the Managers' Association at the Fort Garry at which he was given an electric organ, and a gay dinner and dance at Vasa'Lund arranged by his department on Wednesday the 29th where he received a presentation of garden furniture. On Thursday he was further honoured by callers, letters and wires bringing wishes for good health and happiness and in these we all join.



MR. GEORGE BURNS NIVEN

Mr. George Burns Niven, who retired on Saturday, April 1, after 34 years' service with the Company, had been associated with the China Department in some capacity for all those years. He was in that department in the Lower Priced Store for many years previous to his retirement.

Mr. Niven was born in Leith, Scotland, and came with his family to a farm in Saskatchewan when he was 14. He joined the 107th Battalion in 1914 and served overseas for three years, being wounded at Vimy Ridge.

Mr. Niven is married and has one daughter and two grandchildren. He is a member and past master of Capitol Lodge, No. 136, A.F. & A.M., and a member of the West Kildonan Curling Club and the Arlington Sports Club. Golf, five-pin bowling and motor-ing are among his favourite pastimes. He plans to continue to make his home in Winnipeg.

On Wednesday, March 29, his department entertained at a dinner and dance at the Parker House in his honour and presented him with a transistor radio and Mrs. Niven with flowers. On his retirement day his desk was decorated and he received many personal gifts. His department installed a TV antenna at his home as their token of good will. The China Packing added a gift of fishing equipment. We all join his associates in wishing Mr. Niven many happy years.



MISS MARY BOBNICK

Miss Mary Bobnick had served for 38 years in the Candy Factory when she retired on Thursday, March 30, in fact she was the first girl hired in that department when it opened. She lives with a sister and they plan to continue to live in Winnipeg. Mary has many treasured memories of the friends she has made in her department and elsewhere. She had a happy day at her decorated desk on Thursday, receiving many callers and personal gifts. The department's gift was a mantel radio and an electric kettle. We all wish you the very best in the years ahead, Mary.

HONoured ON THEIR RETIREMENT

MR. WILLIAM GILLESPIE



Mr. William (Bill) Gillespie had the satisfaction of seeing his section, Upholstered Furniture, settled in the new Service Building before his retirement on Thursday, March 30. He started work as a blacksmith in our blacksmith shop in 1923 and transferred to Furniture Shipping in the Alexander Warehouse in 1940. Mr. Gillespie was born in Ballymena, Northern Ireland, and attended school and married there, coming to Canada in 1921. He has two sons and one daughter. During World War I Mr. Gillespie served with the Imperial Army in India, the Middle East and France.

He is an ardent gardener and wins many prizes each summer for his beautiful flowers. He has been a curler but finds reading a good winter hobby now. Mr. Gillespie will continue to live in Winnipeg but will do a little travelling.

On Thursday he was presented with a power mower by his Service Building associates and garden furniture by the Store Bedding Department. We all join them in wishing Mr. Gillespie many years of good health and happiness.

MR. PERCY ARDEN MOORE



One of the well-known group of men who keep us comfortable, Mr. Percy Arden Moore of the Engineers' Department, retired on Thursday, March 30, after 28 years of continuous service. He had been on the job intermittently for seven years before his official starting date in 1933.

Mr. Moore was born in Souris, Manitoba, and attended school there and in Melville, Saskatchewan. He is married and has two daughters, one son and two grandchildren. Mr. Moore is interested in growing flowers, especially 'mums'. He plans to continue to live in Winnipeg.

On Thursday night a stag party was held in the Orange Hall attended by a large number of his friends and associates and an appropriate gift was presented. It proved to be a very gay and popular affair. During the afternoon Mr. Bowman presented Mr. Moore with a soldering iron as a parting gift from the department.

We all wish you the very best in health, happiness and good fortune, Mr. Moore. We'll miss your cheery greeting each day.

MR. CYRIL GORDON PALMER



On Thursday, March 30, Mr. Cyril Gordon (Cy) Palmer retired from the Watch Repairs after 35 years of service in that department. He was born in Weston-Super-Mare, Somerset, and came to Winnipeg at the age of 14. His training in his trade was taken with the D. R. Dingwall Company where he worked for 13 years.

Mr. Palmer is married and plans to continue to make his home in Winnipeg. He is a member of the Manitoba Camera Club and a keen photographer. His leisure will give him an opportunity to continue this hobby and do some travelling. To further this purpose his department presented him with flash equipment and at a stag party at his home he received a gift of movie equipment, and Mrs. Palmer received flowers. Many years of good health and happy leisure is our wish for you, Mr. Palmer.

MR. JOHN SOUTHEY VENTON



On Thursday, March 30, Mr. John Southey Venton of the Dispatch Department, retired after 42 years in that department and the Shopping Card Packing. He was born near Exeter, Devonshire, and came to Winnipeg with his family at the age of 18. After working at various jobs for six years he enlisted with the Canadian Scottish and served overseas in World War I, joining Eaton's on his return in 1919.

Mr. Venton is married and has two daughters and two grandchildren. He is fond of reading, travel and working in his flower garden. He plans to live in Winnipeg but is anticipating a trip overseas in May. He has been active for many years in church work in the West End Gospel Hall. When we asked, he said, "Yes, my great-great-grandfather was the poet-laureate, Robert Southey."

A stag party was held in his honour at Minto Armouries on Tuesday, March 28, and Mrs. Venton received flowers at home. On Thursday his desk was decorated and his department presented him with two Flite-bags. All good wishes are extended to Mr. and Mrs. Venton by all of us.

HONOURED ON THEIR RETIREMENT

MRS. JOHANNA B. GOODMAN

Thirteen years in the Foundation Garments Department was Mrs. Johanna Goodman's record when she retired on Saturday, April 1. She was born in Iceland but came to Manitoba with her family when she was one year old and lived and attended school in various farming districts. She is a widow and has two sons and one daughter and eight grandchildren.

Mrs. Goodman is a member of First Lutheran Church. She plans to stay in Winnipeg after retirement.

On Tuesday, March 28, a dinner was held in her honour at the Paddock at which she received a Dresden figurine as a memento of the occasion. On her retirement day her decorated desk displayed many personal gifts and the department presented her with a handsome set of kitchen containers. All her friends and associates join in wishing Mrs. Goodman many years to enjoy her hobbies and good health.



MRS. ROSE GRAHAM

Mrs. Rose Graham retired from the Catalogue Building Coffee Shop on Thursday, March 30, with a record of 18 years' service in the Lunch Room Department. She was born in Rice Lake, Wisconsin, and attended school there. She had lived on farms in both Saskatchewan and Manitoba before coming to Winnipeg but she plans to continue to make her home here. She has a son and a daughter and five grandchildren.

Mrs. Graham is fond of motor and camping trips and will have more time to indulge in them now. She is also a reader and used to do needlework.

On Thursday she received many callers at her decorated table and personal gifts. The department gift was a three-piece luggage set and that evening her fellow-workers took her out to dinner at Zoratti's where they gave her a hand bag and a travel clock. Good wishes to Mrs. Graham from all who have known her through the years. May you enjoy good health and happiness in the years ahead.



MRS. ANNIE GARBOLINSKI

Mrs. Annie Garbolinski had been on regular staff with the Caretaking Department for 16 years when she retired on Thursday, March 30. She came from Poland as a young woman and married in Canada. She has six children, four daughters and two sons, and 20 grandchildren.

Mrs. Garbolinski is a member of St. Nicholas Catholic Church. She plans to stay in Winnipeg. On her retirement day her department presented her with a pair of wool blankets and a bedspread and her many friends brought personal gifts and good wishes. Good health and happiness to you, Mrs. Garbolinski.



MISS KATHLEEN LEWIS

On Wednesday, April 5, Miss Kathleen Lewis reached her retirement date, having worked in the Catalogue Copying Department continuously for the past 44 years. She was born in Leicester, England, and went to school in Enfield, Middlesex, before coming to Canada with her family at the age of nine. After living on the farm in both Saskatchewan and Manitoba, she came to Winnipeg and started working for Eaton's.

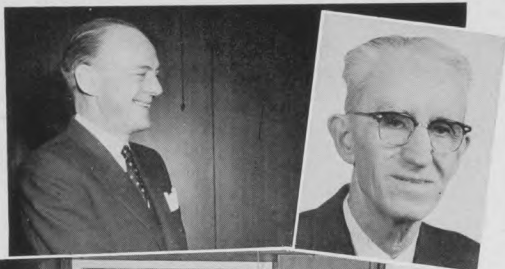
Miss Lewis lives with her sister and brother. She is very active in St. James Anglican Church where she has been a popular primary Sunday School teacher for many years. During the war years she worked as a volunteer at Grace Hospital in the evening and found nursing would have suited her talents very well. She is fond of music, reading and travel and plans to continue to live in Winnipeg.

A dinner was held in her honour at the St. Regis Hotel by her department and she was presented with a three-piece dresser set, jewellery, and two hurricane lamps. On Wednesday her desk was decorated and the department gave her crystal ware. She also received many personal gifts.

Kay will be greatly missed in her department and throughout the system and we all wish her much happiness in her leisure years.



FIFTY YEARS AN EATONIAN



**MR. ARTHUR
FARRIER**

Fifty years, a half century, seems a very long time, but Mr. Arthur (Art) Farrier says it really has passed quickly. He celebrated this remarkable anniversary on Friday, April 7, though his employment date was actually the 8th.

All his fellow workers joined forces to make this a memorable day. In the morning he visited the Executive Office accompanied by Mr. Robinson, Mr. Muirhead and Mr. Houston and there was presented with a television set by Mr. Palk who told him of the Company's deep appreciation of his service. Mr. Eaton added his congratulations and good wishes.

Later his department presented him with several gifts including bedroom lamps, a jacket, a wallet, a car rug, a Flite bag and an electric shaver. All during the day his many friends called to congratulate him and wish him well and to admire his beautifully decorated desk and gifts.

Mr. Farrier began his career with Catalogue Shipping when it was on the 6th floor of the Store and has worked for that department ever since, with some brief excursions into selling in the Store at busy times. He was born at Cheam, Surrey, and attended school there before coming to Winnipeg with his parents when he was nine. He served overseas during World War I with the 15th Battery, Canadian Field Artillery for three years.



Mr. Farrier is a widower and has one daughter, Eileen Sharples of the Life Assurance. He is a member of the Sons of England, a keen flower gardener both in the city and at his summer place near Lower Fort Garry on the Red River. While he was once a baseball and soccer player, he now is an interested spectator. All Eatonians join Mr. Farrier's co-workers in admiration and congratulations.

FORTY-FIFTH ANNIVERSARY

MR. SAMUEL McCALLUM

Wednesday, March 29, marked the completion of 45 years of service for Mr. Samuel McCallum of the Sporting Goods Department. His first 20 years were served with the Heavy Hardware Department in the Catalogue Division and the years since then in the Sporting Goods.

Mr. McCallum was born in Belfast, Ireland, and came to Winnipeg at five, attending school here. He is married and has one son and one daughter. As a younger man Mr. McCallum was outstanding as a hockey player, playing with the Junior Falcons and later with the Commercial Big Four League. He also had a reputation in baseball and curling.

Honouring him at this time his department held a dinner and dance at St. Boniface Golf Club on Monday, March 27, and presented him with two step-tables. A happy evening was enjoyed by all. On his anniversary day Mr. McCallum's desk was decorated and many came to congratulate him. We add our congratulations and best wishes for the future.



FORTY YEARS WITH EATON'S

MR. PERCY HAROLD SMITH

Mr. Percy Harold Smith, Department Manager of the Winnipeg Buying Office, celebrated 40 years of service with the Company on Tuesday, March 28. He started with the Catalogue Women's Ready-to-Wear and worked for his first 17 years in various capacities in that line, joining the Buying Office 23 years ago.

Mr. Smith was born at Southend-on-Sea, England, and came to Winnipeg with his family at the early age of two. He attended school here. He married Ella Johannesson of Catalogue Ready-to-Wear and has one daughter and one grandson.

Mr. Smith has been well known in Winnipeg in athletic circles. Track and field was his specialty. He held the Manitoba high hurdle championship in 1926 and was a winner in competitions for races from the 100-yard to marathons. He is now secretary of the Holly Snowshoe Club and a past president. He belongs to the Guards' Alley Bowling and to Elmhurst Golf and Country Club. His summers are spent at his summer home at Boundary Park.

Several functions celebrated this occasion. On Tuesday morning Mr. Smith's desk was decorated and his many friends called during the day bringing congratulations and gifts. Letters and telegrams poured in. His department's main gift was a triple-cut electric saw. In the evening the Manager's Association held a reception at the Fort Garry and presented Mr. Smith with a stereo combination. On Wednesday evening his department staged a dinner and dance at the Rancho and gave him some movie equipment. Congratulations and all good wishes, Mr. Smith.



MR. DESIRE BELANGER

Forty years of service with the Company left Mr. Desire Belanger of Men's Furnishings looking and acting like a young fellow ready for 40 more when he celebrated the occasion on Tuesday, March 21. He worked briefly in the Grocery Department, then transferred to the Ticket Writing and Advertising Departments for 12 years before joining his present department in 1937.

Mr. Belanger was born in St. Anne, Manitoba, and attended school in St. Boniface. He is married has one daughter and two grandsons. He has been well known in both hockey and baseball as player, coach and umpire in which latter field he has a province-wide reputation. He now devotes his time to his summer place at Albert Beach, his garden and his grandsons—most of all his grandsons.

On Saturday, March 18, his department held a dinner and dance at the Riviera Restaurant and presented Mr. Belanger with a movie camera and on his anniversary day he received congratulations at his decorated desk from his many friends and admirers both here and from coast to coast, and many personal gifts. We join all these in wishing him the very best and hoping we may help in doing this again when he reaches his 50th ten years hence.



25 YEARS WITH EATON'S

MR. JOHN THOMAS GOODRICK

Mr. John Thomas Goodrick started with the Garage and had completed 25 years of service on Tuesday, March 28, all with that department but located these last few months in the new Service Building. He was born and attended school in Winnipeg and served four years in the Air Force during World War II, two as an instructor at St. Thomas and two overseas.

Mr. Goodrick is married. He is a member of Beaver Lodge, A.F. & A.M. His hobbies are gardening, carpentry and fishing. He left for a holiday in Florida on April 1. A party was held at his home earlier that week and his department gave him a camera to add to his pleasure in the trip and flowers were given to Mrs. Goodrick. His gift from the Company was a watch.

Congratulations, Mr. Goodrick, and may you have many happy, healthy years with us.





News of and for Eatonians

Our Advertising Department was honoured again. At the official opening of the new Winnipeg Press Club in the Marlborough Hotel on Saturday, March 4, Mr. Albert Boothe (left), President of the Club and Managing Editor of the Winnipeg Free Press, presented an award to The T. Eaton Co. Canada Limited for "Excellence in Advertising." Receiving the award was Mr. John Bruce, Advertising Manager of our Store and Past President of the Sales and Advertising Club. Congratulations to our Advertising Department and Mr. Bruce.



Upper left—Nancy Eaton Trophy: Laura Hutton, skip; Doris Skakum, Mary Parker, Doreen Girling.

Upper right—Muirhead Trophy: Marge Barry, skip; Hazel Plews, Mollie Palk, Marnie Flood (absent from the picture).

Lower left—Pinfold Trophy: Marian Curtis, skip; Doris Marshall, Mollie Palk, Marnie Flood (absent from the picture).

Lower right—Elliott Trophy, winners of the Thirds' Competition: Bal Black, skip; Mary Parker, Marian McLean, Muriel Wilkinson.

ANNUAL BANQUET AND WIND-UP OF EATON LADIES' CURLING CLUB

An event of Tuesday, April 4, was the Eaton Ladies' Curling wind-up held at the Paddock Restaurant. This group is made up of wives of Eaton employees and their friends and is eager to welcome more members next year. We'll publish an announcement in August to enable those interested to make contact.

A very enjoyable dinner party and evening was highlighted by the presentation of the four trophies. Guests at the head table were: Mrs. K. Balcaen, representative from the Manitoba Ladies' Curling Association, Mr. and Mrs. B. C. Sutherland, Mr. and Mrs. W. L. Palk, Mr. and Mrs. T. M. Miller, Mrs. F. G. Muirhead and Mr. and Mrs. F. M. Ritchie.



Miss M. Mervyn



Mrs. A. R. Fraser



Mrs. S. Clarke



Miss D. Hunt



Mr. E. H. Heaps



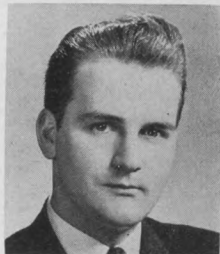
Miss O. Eldred



Mr. E. T. Spearing



Mr. B. Selmanovie



Mr. J. Findlater

SUGGESTION AWARDS

MISS M. MERVYN, Department 1100E.....	\$10.00
MRS. A. R. FRASER, Department 173.....	10.00
MRS. S. CLARKE, Department 173A.....	10.00
MISS D. HUNT, Department 116A.....	15.00
MR. E. H. HEAPS, Department 184.....	25.00
MISS O. ELDRED, Department 116D.....	10.00
MR. E. T. SPEARING, Department 144.....	5.00
MR. B. SELMANOVIE, Department 1029.....	5.00
MR. J. FINDLATER, Department 267.....	5.00

35th ANNUAL BOWLING WIND-UP DANCE EATON MIXED FIVE-PIN LEAGUE

A "Cabaret Style" Dance Will Be Held in the
CRYSTAL BALLROOM, ROYAL ALEXANDRA HOTEL

SATURDAY, APRIL 29, 1961

Tickets are available to all Eatonians at \$1.00 each from:

Al Sizeland, Correspondence Office
E. Sigvaldason, Drug Department
E. Wall, Catalogue Cash Office
Ted Black, Catalogue Shoes, 4th Floor

ALL EATONIANS WELCOME

EATON ANGLING CLUB

The Annual Meeting was held as scheduled on March 23 in the Free Press Board Room. The following officers were elected:

President—John Bay, Dept. 1037
Vice-President—Bert Tatam, Dept. 261
Treasurer—Bill Evans, 130 Dept.

Secretary—Bill Johnston, Dept. 29
Membership Convener—J. Johannesson,
Dept. 261

Any of these will be glad to sign up new members or renew old memberships.

Start planning now for the annual trip to Shoal Lake on Monday, May 22. Train leaves G.W.W.D. station, Plinquet Street, St. Boniface, at 5:00 a.m. D.S.T.

ATTENTION, LAWN BOWLERS!

A meeting of the Eaton Lawn Bowling Club will be held in the Free Press Board Room, No. 1, on Monday, April 24 at 8:00 p.m., for the purpose of electing officers and making plans for the 1961 season.

The Sargent Park greens have been procured for the coming season for Tuesday and Thursday nights. Let's all turn out and bring at least one new member each. For further information contact Mr. Percy Cook, Express Shipping, Catalogue Division.

EASTER PARCELS FOR VETERANS

To brighten the Easter season for the Veterans at Deer Lodge Hospital your Eaton Employees' Charitable Fund provided 651 parcels to be distributed on Good Friday. These parcels contained cigarettes, tobacco, a pipe or reading material, depending on the wish expressed by each veteran. Each gift was valued at \$2.00.





Women's Trophies: Grand Championship Johnson Trophy, A. H. Young Trophy, A. D. MacDonell Trophy, Monica Scrivener Trophy.



Men's Trophies: F. G. Muir W. L. Pail



Women's Club Champions and winners of both the Johnson Trophy and the MacDonell Trophy (Monday)—left to right: Evelyn Gordon, skip; Laura Bigley, Ruth Ross, Elva White.



Week-end winners—the A. H. Young Trophy—left to right: Evelyn Gordon, skip; Pauline Maksymchuk, Penny Miller, Joyce Lawton.



Wednesday winners—the Scrivener Trophy—left to right: Mary Moore, skip; Flo Park, Reta Bovey, Agnes Jenkinson.

EAT CURLING CH

Those who curl almost regret the close of their favourite rink this year has come to an end. The evidence of one result of the champions in the various events. Congratulations to all the players who also have a cheer for the other a tough battle for their victory.

Next month we will give you events that bring the official

Sorry we have no picture of the McKeag Trophy. This rink was assisted by A. Harrison, R. Ro

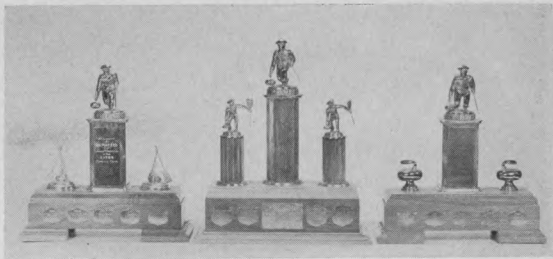
Congratulations all, and the



Winners of Group 3, the R. M. Pin competition between Groups 2, 3, skip; R. Clark, L. Clark, J. Ged



F. G. Muirhead Trophy, McGee Cup,
L. Palk Trophy.



R. M. Pinfold Trophy, A. R. Tucker Trophy, W. J. McKeag Trophy.

ATION CHAMPIONS

t regret the coming of summer and
rite recreation. Our curling season
n end and we have on these pages
t of the season's activity—the cham-
nts. We all extend our hearty con-
layers in these winning rinks. We
e other rinks who gave the winners
victory.

give you a report on the wind-up
fficial close of curling for 1960-61.

ure of the men's rink that won the
ink was skipped by F. G. Muirhead,
R. Robertson and W. Graham.

nd the best of curling next year!



Men's Club Championship winners, the A. R. Tucker Trophy, also
winners of the Challenge Event, the McGee Cup and Group 1 "A"
winners—left to right: G. Walker, skip; C. Nichol, M. Roscoe, G.
Zimmerman.



Winners of Group 4, the W. L. Palk Trophy—left to right: W. Hogg,
skip; W. Lockwood, M. Jenkins, R. Walker.



M. Pinfold Trophy, and the round-robin
ups 2, 3, 4 and 5—left to right: J. McClure,
J. Geddes



Winners of Group 5, the F. G. Muirhead Trophy—left to right: H.
Darroch, skip; J. Briscoe, J. Reid, D. Carson.



JUNIOR COUNCILLORS' TABLE SETTING CONTEST

Standing, Left to Right Brenda Ash, St. John's High School
Barbara Fraser, Gordon Bell High School
D. G. Wilson, Department Manager, China Department
Lynne Cosgrove, Kelvin High School
Judy Wolftram (Senior Councillor), Gordon Bell High School

Seated, Left to Right Dolores De Grave, Sisler High School
Tannis Abraham, Vincent Massey High School
Catherine Wagstaff, Elmwood High School
Beverley Brooks, Charleswood Collegiate

Each February our customers and staff look forward to at least one weekly visit to the China Department, Third Floor, to examine the three tables so beautifully set up by members of our Junior Councillors' group. Each table setting is produced by a team of two girls who select the china, silver, linen, etc., needed and set up their table on Friday night. It is left on display throughout the following week.

The tables are judged for good taste, originality and effectiveness and a prize-winning team is chosen each week. The teams shown in the picture are the prize winners. Mr. Wilson's smile expresses the China Department's pleasure in their achievement and we all join him in congratulations and admiration.



WASTE NOT . . .

What would you say if someone did this?

But some people do it every day by using merchandise bags larger than needed.

A 5x7 bag costs twice as much as a 5x3.
An 11x13 bag costs twice as much as a 10x7.
A 15x18 bag costs twice as much as a 15x10.
... Or each size larger costs 50% more.

A too large bag makes a sloppy parcel, too.

If you do not have the correct sizes, please call the Supply Department and they will gladly take care of the problem.



LOWER PRICED STORE

Department 580—By S. Slym

News has got around that Mr. and Mrs. Sam Emerson are planning a trip to the old country. Have a good time, Sam, you deserve it.

We would like to welcome Anne Kulik back from her recent illness.

580 Department wishes to welcome two new members to the staff, Sharon and Carol.

Sophie Slym and Anne Kulik were presented with water safety badges. Keep up the good work girls, we are proud of you.

Department 379—By N. Rodeck

Congratulations to Berdina Ducroix who received a lovely diamond from Ken Shorten on March 8.

We are sorry to report that Betty Lapointe is on the sick list. Hope to see you back soon, Betty.

* * *

MAIN FLOOR

Departments 212 and 512—By I. Robertson

Sympathy from 212-512 is extended to Mrs. Dolly Verbeck and Mrs. Minnie Proveda in the loss of their fathers.

Congratulations are in order for Dorothy Campbell and Reta Haroldson, two of the award winners in the recent swimming class.

We'll be missing Marion Rowe of our Charles of the Ritz Bar, who is taking up permanent housekeeping after April 1.

Glad to see that some of our sick people are back on the job. Hurry back, the rest of you.

Men's Furnishings—By E. Johnston

Our department held a smorgasbord dinner and dance at the Riviera on Saturday, March 18, to honour our ever-popular Des Belanger on his 40th anniversary.

After the dinner we heard Mr. Dailley, Mr. Cain, Miss M. Vance, Mr. Gregory and Mr. Collins express for us the high regard in which Des is held by all and trace some of his exploits, especially in the world of hockey.

Two comments from these speeches should be noted. Mr. Dailley suggested that the younger men in the department might well emulate Des whose well-rounded career has brought honour to himself and to his Company. Miss Vance paid a sincere and graceful tribute to the "woman behind the man," Mrs. Belanger. Des received a movie camera as a gift from those present. He expressed his thanks in a few well-chosen words and led us in a spirited rendition of "Alouette."

On the actual day of his anniversary, March 21, Des received many tributes to his service and popularity, gifts and messages from far and near, including a letter from our President, Mr. John David Eaton.

All the best for many more happy years with us, Des!

Departments 229, 429, 230—By Bea Nash

Congratulations and best wishes to Ron Gill whose marriage to Margaret Bird took place on March 4. Ron was presented with a clock radio at a stag held in his honour at Moore's Restaurant.

Welcome back to Mr. J. Paterson who has recently completed a six-week course in Advanced Business Management at the Banff School of Fine Arts.

Congratulations to our champion curler, Mr. George Glazier, and team, who won the Freedman trophy, top award in the Men's Wear group bonspiel; also to Bob Kitching who was a member of the team winning the S & G trophy.

* * *

SECOND FLOOR

Department 224—By Miss K. Thornhill

Glad to see Doug Pellan back after a bout with the flu; also Loa Wilkie. Now Mr. Olford has taken a trip to the hospital. Hope you will be well and back soon, Mr. Olford.

Mr. and Mrs. Tasker are back from Florida. So glad Mrs. Tasker found that sun so beneficial. No need to say Mr. Tasker is well. He sure looks fit.

Departments 238 and 338—By A. St. Pierre

By the time you read this Mr. Gordon Walker will be basking in the beautiful sunshine somewhere in the South Pacific Islands. We all envy you, Gordie, and don't forget to bring back that grass skirt.

Budget Fashions—By N. Jackson

Sorry to report that Bertha Jefferey had the misfortune to fall and break her wrist. Hope to see you back with us soon, Bertha.

Our sincere sympathy to Mrs. Estelle Lundy on the recent loss of her mother in Vancouver.

* * *

THIRD FLOOR

Department 281—By L. Lamoureux

Congratulations to Mr. and Mrs. Dennis McKay on the birth of a bouncing baby boy, born on Friday, March 3, 1961, at the Women's Pavilion. Reginald William weighed in at 10 lb. 6 oz.

Sorry to report Mrs. Vi Campbell in the hospital. Hope you are having a nice rest, Vi. Hurry back real soon. We all miss you.

Department 277—By Carole Gabb

Congratulations to Mr. and Mrs. R. L. Christie on the birth of a baby girl, Donna Louise, on January 21 at the Women's Pavilion, weighing 6 lb. 4 oz.

Our thoughts and best wishes for a speedy recovery go to Mr. D. Scott who underwent surgery recently in Grace Hospital. Hope you will soon be up and around, Doug.

Good-bye and good luck to our smiling Irish friend, Ron Watchhorn, who has left to join the staff of the Camera Counter.

FOURTH FLOOR

Departments 209, 509, 609—By K. Chisholm



Congratulations to Mrs. Sigrid Sigmar who celebrated her 35th anniversary with the Company on Friday, April 7. We were especially glad to have her back with us after her long and serious illness.

Also all good wishes to Mrs. Johanna Goodman who retired on Saturday, April 1. May you enjoy your leisure and have time to do all the painting you wish.

To mark these two events a most enjoyable dinner was held at the Paddock on the evening of March 28 by the combined staffs of Departments 209, 509 and 609. During the evening Mr. Keough presented Mrs. Sigmar with a coffee table and Mrs. Goodman with a Dresden figurine.

We wish to extend a sincere welcome to Mr. Morrison, Mrs. Turner and Mrs. Cameron who have recently joined our staff.

Welcome back from overseas, Mr. Ferguson. Hope your buying trip was very successful.

Department 246—By R. O. Campbell

We were sorry to say good-bye to our Signature, Don Reid, who left us to go to Men's Furnishings. On his departure he received a set of cuff links from the department staff. Best wishes go with you, Don!

Now that we have had you in our department for a while, Don Morrow, we know what the girls from Ladies' Shoes meant when they said "You folks sure got one swell guy." Hope we can make you feel just as happy here in 246. Welcome and good luck, Don!

We are very happy to report that Lydia Geroney is home from the hospital and is coming along just fine. Hope you will be back soon, Lydia.

Best wishes to Margaret Bird who became the bride of Ronald Gill, Men's Clothing, on March 4 at Deer Lodge United Church. We wish Margaret and Ron years of happiness, good health and prosperity. Margaret's gift from the department was a set of Corning ware.

* * *

FIFTH FLOOR

1100 Department—By Ruby Tait

A dinner was held in honour of Mr. Fox on March 1 on the occasion of his 40th anniversary. He was presented with gifts. Also the same night Mrs. Mary Park and Mrs. Helen Andrews were presented with necklace and earrings when they were transferred from 112 to the new Service Warehouse.

Welcome back, Mrs. Josie Bailer of 1100C, after your recent illness.

Speedy recovery is wished to Mrs. Ruby Racklin of 1100C, Mrs. Mabel Truelove and Gerrie Busser of 1100D after their recent operations. Also to Mrs. M. Caron, 1100G, who is recovering from a broken leg and Mrs. Alina Pjawa and Mrs. Mary Boehm of 1100G both away sick.

Welcome back to Mr. Russell Young after his long illness. Russell is from 1100G.

Congratulations to Bill Wilkinson and rink for winning the Eaton Novelty Bouspiel consolation prize. Bill is from 1100E.

A dinner was held at Zoratti's on March 30 in honour of Mrs. Rose Graham's retirement from 1113. She received a luggage set from 1100 Department and many personal gifts from friends. She was presented with a purse and a travel alarm clock at the dinner.

On March 29 a linen shower was held by the girls of 1100 Department and friends at the home of Mrs. Violet Turenne in honour of Martha Campbell a bride-elect of April 15.

Department 210 and 211—By G. Jenkins

Belated but sincere thanks to Mr. and Mrs. T. Webster who held a party for the office and staff of 210 Department on February 2. We all had a very enjoyable time and their efforts on our behalf were very much appreciated.

Sincere sympathy is extended to Mrs. E. Smith in the recent loss of her mother, Mrs. Gatti.

Welcome to two new members of our 210 staff, Mrs. G. Thom and Mrs. A. Sopiwnyk. We hope you'll enjoy working with us, girls.

* * *

SIXTH FLOOR

Department W272—By Gladys McLean

A breakfast was held in the Grill Room on the morning of March 29 to honour Clark Mitchell whose marriage to Elaine Veale took place in Antler, Saskatchewan, on Saturday, April 1. Best wishes to Elaine and Clark for a very happy future.

Congratulations to Wayne Philpott, ten-year-old son of Bert and Mrs. Philpott, who went east Easter week with the Red, White and Blue Hockey Association Atom League to play in the National Novice Hockey Championships at Brampton. This is the second year in a row that Wayne has been on the all-star team to go east.

Congratulations to Ella McCosham on being a Suggestion winner.

Sorry, Pat, you got so near the McGee Curling Cup and then got beaten—better luck next time.

Our deepest sympathy to Margaret Robinson on the death of her father.

Cards received from Mr. Patterson let us know he is enjoying his trip. London looks a lot different to him now than it did in wartime.

* * *

SEVENTH FLOOR

Department 270, 470, 271—By S. McGavin

Another highly successful evening of curling was enjoyed by the men of Departments 270, 470 and 271, Contract Sales and Interior Design Studios on Saturday night, March 25. With graceful slides on hands, knees or ears, the devout followers of the "besom and stanes" delivered, in turns, out turns, curves, underhand and overhand shots in a record and ice-shattering evening. The keenness with which they followed their stones down the ice (sometimes still hanging on to the handles) was a sight enjoyed by the large gallery (Gus Brownrigg) watching. (After watching the first game, icemaker Ross Johnson retired sobbing to the boiler room.)

After a sumptuous repast prizes and trophies were presented to the winners. Norm Davidson skipped his foursome to victory over the previously undefeated Al Patterson rink in the MacGloberman event. Aging Stu McGavin won a fiercely fought battle with Jack Caine for the Hartline trophy. Newcomer Ross Pearce displayed great skill to defeat Bill Graham in the Century event, while Fred Cave won over Jack Rodgers for the Ideal trophy. Walter Scott put up a great fight to retain the Manitoba trophy but youth prevailed as Brian McFadyen emerged as the winner.

Furniture and Bedding

A warm welcome to Alice Backeland who has joined our office staff.

Tuesday morning, March 28, the staff presented Bill Gillespie, a 38-year member of our Warehouse staff, with a pair of lawn chairs and gardening tools on the occasion of his retirement. Many years of good health and happiness to Bill in the future.

A presentation of a white necklace and earrings was also made to Mrs. Barbara Chrepyk who is leaving the office to make home-making her career.

Sorry to see Lloyd Brown away ill. Hurry up and get well.

Our deepest sympathy to Miss D. Johnston on the loss of her father.

* * *

EIGHTH FLOOR

Budget Plan—By E. Tamplin

We were sorry to say good-bye to Mrs. Hilda Watters who has left to make her home in Vancouver. On leaving, Hilda was presented with a beautiful Coalport floral from the office staff and many other lovely gifts from her friends. Several of the girls entertained at a supper in her honour at which time she was presented with a chime clock. Our very best wishes go with you, Hilda. Don't forget to drop a line to let us know how you are getting along.

Sorry to report that Mary Currie is on the sick list and spending some time in hospital. Our best wishes for a speedy recovery, Mary.

Our heartfelt sympathy is extended to Mrs. Jean Stear in the sudden loss of her mother.

Department 103—By Margaret Arnold

Best wishes to Doreen Smith whose marriage to Mr. James Bisset took place Saturday, March 11, in St. Stephen's-Broadway Church. On behalf of the staff Mr. Bannick made a presentation of an occasional chair and crystal ware.

* * *

STORE SERVICES

Department 151—By Kathleen Cross

It was on April 6, 1926 Mr. Ed Anderson joined the ranks of the Delivery Department, having worked six months previously as extra help. All of Ed's 35 years were spent in the Delivery Department, delivering mostly in the Fort Rouge area. During the Second World War with the rationing of gasoline, Ed drove "Wren" and was prominent in driving the Eaton horses at several summer and winter fairs. At present Ed drives the TV truck. He is married and has one daughter, Ruth, who has two children and grandfather loves to spend some time with them. In the winter Ed finds time to curl and enjoys outdoor life in the summer. A presentation of a coffee table was made by Mr. Arnason.

The Winnipeg General Hospital operating room has done it again — the victim: Mr. Freddie Douglas. Our very best wishes for a speedy recovery, Freddie.

The Drivers' Social Club held their annual Spring Dance on Saturday, March 18 at Scott Memorial Hall, when approximately 125 drivers and friends tripped the light fantastic. Spotlight waltzes were the feature of the evening. A very enjoyable time was had by all.

Our deepest sympathy to Mr. Andy Black on the loss of his mother who passed away March 20. Also to Mr. Alvin Webster whose mother passed away on March 21.

Garage—By Aldous Brow

Our congratulations to Mr. and Mrs. Don Marino who became proud parents of their second son, Darren Craig, on March 5.

Nice to hear that Mr. T. Davies is home again after his lengthy stay in hospital.

Tuesday, March 28, was the 25th anniversary of Johnny Goodrick of the Garage staff. A presentation of a 35-m.m. camera was made that morning by Mr. A. Arnason with a bouquet of flowers sent out to Mrs. Goodrick. That evening members of the Garage and Carpark staff gathered at Johnny's home in honour of the occasion. Thank you, Mr. and Mrs. Goodrick, for your hospitality. We hope you enjoyed yourselves as much as we did. May your vacation in Florida be very enjoyable.

Light, Heat and Power—By J.G.A.

The cymbals were playing, the players were swaying,

The walls were shaking with noise,
And though each one was singing a different song,

It all sounded good to the "boys."

John Morrison was bouncing around on the stage,

Tom Giles was playing the flute,
While Kindret was far from showing his age,
As he danced like a cold malemute.

Bert McLeod was singing at the top of his voice,

But the "mike" that he held wasn't connected,
So Kapitany was called to the scene of the crime
To get all the wires inspected.

Alex Maltman was glowing like a mercury lamp,

Patt Carr was right in his glory,
In fact there wasn't an unsmiling face,
So that's why we're telling this story.

Sam Hives he was there and Jim Stuart, too,
And Davidson and Bergman and Bowman,
Alex Murray, Jim Smith and Fat Roberts as well,
Who was melting away like a snowman.

So now you will ask why we emptied a cask,
With a celebration so full of allure,
We were trying to honour a man we all love,
In the person of Percival Moore.

Yes, Perc has retired, but we've all been inspired,

By the example he's shown through the years
The eulogies that flowed—and we meant every one,
Were mingled with sorrow and tears.

So Percy, our friend, this story must end,
But our blessings come straight from the heart,
As we hope that good health and happiness, too,
Will follow you always—now that it's time to depart.

"My share of the work of the world may be limited, but the fact that it is work makes it precious. Darwin could work only half an hour at a time; yet in many diligent half-hours he laid anew the foundations of philosophy. Green, the historian, tells us that the world is moved not only by the mighty shoves of the heroes, but also by the aggregate of the tiny pushes of each honest worker."—Helen Keller.

Department 144—By E. Ratzlaff

Best wishes to Judith Ostafy, Dorothy Fontaine, Kay Smith, Marlene Bettens, Peter Doerksen and Howard Bilan who left us during the month of March.

We were sorry to hear about Al Early's slight accident which was big enough to keep him from work. Hope we will see you soon.

Best wishes for a speedy recovery to Mr. Henry Goertzen and Mrs. Jack Ramsay who are both in hospital.

Congratulations to Ken Shorten who became engaged to Berdina Dueroix on March 8. Berdina is employed in the basement Cafeteria.

* * *

MITCHELL-COPP BUILDING

Contract Sales



Our Western Division Contract Sales Manager, Mr. H. G. Jephson, celebrated his 35th year of service with the Company on April 8. To mark the occasion the men of our department held a stag on Friday evening, April 7, at the Marion Hotel.

On Friday morning a presentation was made to Mr. Jephson by Mr. A. L. Curtis, our Department Manager. During the day Mr. Jephson was kept busy receiving congratulations and best wishes from his many friends. Messages were received from as far away as London, England, Vancouver, also from our Calgary Store where Mr. Jephson served the Company from 1923 to 1943. Except for this 14-year period all the years have been spent in the Winnipeg Store. Our very best wishes for many more successful years.

Stock Audit

On March 29 the Stock Audit staff honoured Mr. H. D. Macnamara on the eve of his retirement from the Company, at a smorgasbord and dance held at the Vasa/Lund. Many friends and associates were also present.

Mr. Macnamara's retirement gift was presented by Mr. W. E. Chalmers. It consisted of lawn furniture, one suncot, three chairs and a recliner.

There were also some "gag" gifts. These presentations were made by Miss Isabelle Hanna, Mr. Mel Sutherland and Mr. Bob Oliphant.

Some of the many letters and wires conveying good wishes were read by Mr. G. H. Thibault. The entire evening was a warm tribute to Mr. Macnamara's fine personal qualities and the outstanding contribution he has made to the Company through his years of service.

On the morning of his retirement day many personal gifts decorated his desk. His many friends came in during the day to wish him well. We all join in wishing good health and happiness to Mr. and Mrs. Macnamara in the leisure years to come.



MAIN FLOOR

Departments 173, 173A—By A. Christensen

Two girls left our department this past month for new positions. Betty Pasieczka left on March 25 and Elaine Campbell left on March 30. Our best wishes were expressed to the girls with gifts of jewellery. Good luck in your new ventures, girls.

Lorna Penner (nee Heinrichs) came to see us one afternoon with her small son, Gordon. A real chubby little fellow.

Jean Price brought her wee daughter to say hello, too. Jean named her baby Judith Allison. So glad to see you girls and your babies.

So sorry that Ruth Mowat has been in the hospital. At the time of writing she is convalescing at home. We are thinking of you, Ruth, and wish you a full and speedy recovery.

* * *

SECOND FLOOR

Departments 113-122—By I. Caners

Spring is here—it's official! The curlers are winding up their season. Faint murmurs about golf are being heard here and there. The hockey enthusiasts are gathered in front of their respective television sets watching with various emotions their favourite teams in action. We know winter has ended.

Our news reporters report all quiet. Sometimes no news is good news. However, it may be they were waiting for the big event—April 8 when Mr. A. Farrier celebrated his 50th anniversary with The T. Eaton Co. Just imagine—half a century! What changes he has seen. You had a wonderful day, Art. More about this next month.

Miss Elaine Lindley received a beautiful diamond from Mr. Walter Glowachuk, March 21. Best wishes from us all. Happy to report May McKitten of 113 Department and Tony Zanewich of 122C, Freight Billing, are back at work again after a bout with Old Man Flu and his miseries.

* * *

THIRD FLOOR

Department 1015—By E. Chatfield

Mr. Cyril Palmer retired from the Company on March 30 after 34 years of continuous service in the Watch Repairs Department.

Presentation was made by Mr. Harvey on behalf of his associates. He received an electronic photo flash. He also received other gifts. During the day friends and acquaintances called to wish him well.

A stag was held in his honour at the home of Mr. Henry Street where he was given a projection table. An enjoyable evening was had by all. We all join in wishing you a long, active and happy life, Mr. Palmer.

We are proud of our "Guff" Zimmerman. Curling second for the K. Walker rink in Eaton's "A" Group, they made a clean sweep of the "A" Group event, the McGee Cup, and topped it off with the club championship. I guess we know who is the curler in Department 1015.

* * *

FOURTH FLOOR

Departments 37 and 37R—By I. Emslie

Our deepest sympathy goes to Miss Esther Fletcher in the recent loss of her sister.

We are pleased to welcome Miss Frances Ferguson and Mr. N. McDonald back to work after their recent illnesses.

We were sorry to say good-bye to Paul Pertson who left on February 14. Paul has decided on the R.C.M.P. as a career. The department presented Paul with a shaving kit and best wishes for his future.

Congratulations and best wishes to Mrs. Elsie Butt who was married on February 14 to Mr. William Hall. On behalf of the department Elsie was presented with a bedspread and a pair of pillow cases and was also the recipient of many lovely gifts from friends.

We were sorry to say farewell to Harvey (Tick) Howard who went to join Department 15. We wish him the best in his new department.

* * *

FIFTH FLOOR

Department 5

Everyone in Department 5 would like to extend all good wishes to our sick co-worker, Mrs. Irene MacDonald, and trust she will be back with us again very soon.

Department 60—By M. McKinlay

On February 28 Mary Burns left the department to take up housekeeping. Mr. Dodds presented Mary with a sunburst wall clock on behalf of the department. The girls of the department and the "coffee break" girls took Mary to dinner at the Red Lion Inn where Irene Deda made a presentation of a necklace.

* * *

SIXTH FLOOR

Department 118—By Peggy Johnston

How does it feel to be a celebrity? Just ask Roberta Thompson of Department 118 who played a perfect 450 game on Thursday, March 23. Congratulations Roberta from all of us.

* * *

SEVENTH FLOOR

Department 9—By Jean McKendrick

Best wishes to Bea Reid who left on March 22 to become the bride of Mr. John Skulmanski. Bea was presented with an electric fry pan by Mr. M. F. McKenzie. A dinner was held in her honour at the Red Lion Inn where she was the recipient of an electric percolator from the girls of the department.

Department 4100—By J. Neil

Our deepest sympathy to Irma Tetreault in the recent death of her father.

Contacts, April, 1961

Department 161—By O. Quinlan

Our congratulations to Henry and Pat Kroeker on the arrival of Patricia Lynne.

Also, Mr. Blythe is quite pleased these days at becoming grandfather to twins, a boy and a girl. They were presented to him by his daughter and son-in-law. Congratulations to all concerned.

Added Announcement: Our Olive Quinlan became engaged to Charlie Murray in March. All our best wishes go to the happy couple.

* * *

EIGHTH FLOOR

Department 119—By M. Davies



On April 7 the Exchange staff gathered to extend congratulations to Mr. Thomas Scott on his 35th anniversary with the Company.

To mark the occasion Tommy was presented with many lovely gifts including a coffee percolator and bake dish by "Corning" presented by Mr. Brown, Assistant, on behalf of the management and staff.

A combined dinner with two other co-workers is planned for later in April.

Department 28—By D. Dee

Mr. F. McCorquodale, a retired member of our staff, passed away March 20. Our deepest sympathy is extended to Mrs. McCorquodale and family.

We are glad to see Mr. Firih looking so well since his return from Arizona where he and Mrs. Firih recently spent a two-week vacation.

Catalogue Distribution—By N. Pruner

March 9 was a gala day for Mildred Taylor, being her 25th anniversary with the Company. A dinner was held on March 8 at Zoratti's where Mildred received the gift of a purse.

On Thursday morning Mildred received a ring from the Company and a gift of two chairs from the department. Also many lovely gifts on a gaily decorated table from her friends and well wishers. On March 13 Mildred blossomed forth with an extra piece of jewelry sparkling on the third finger, left hand. Best wishes, Mildred!

We are pleased to see Dora Vielfaure back on the job after her recent illness.

* * *

NINTH FLOOR

Department 22—By E. Moore

Our sympathy is extended to Winnifred Alcott and family in the recent loss of their father.

Glad to report Gertie Chatten who has been out ill for several weeks is doing well. Hope to see you back with us soon, Gertie.

John Loughead was transferred in March to Men's Shoes (Store). John was presented with a wallet by his co-workers with best wishes for the future.

Nineteen



Mr. D. Foster, Department Manager of Catalogue Floor Coverings, celebrated his 35th anniversary on Thursday, April 6. His department presented him with a lawn cart, Mr. Laird, Floor Supervisor, making the presentation. A bouquet of spring flowers was sent to Mrs. Foster. Good health and prosperity to you, Mr. Foster, from us all.

By K. Polak

Our deepest sympathy to Mr. H. Graham in the loss of his father, to Mr. J. Reid in the loss of his father, and to Mr. B. Hawthorne in the loss of his brother.

CUSTOMERS COMMEND . . .

MR. D. DEWAR, Department Manager, Jewellery Department.

Mrs. Desjardins of St. Boniface writes: "Yesterday I had the misfortune to break two pieces of fine glassware while shopping around in the Silverware Department on the main floor. I walked over to talk to the Manager about it—a Mr. Dewar. He made me feel much more at ease and assured me that such accidents are unavoidable at times.

"The purpose of this letter is to apologize again to Eaton's and at the same time to commend Mr. Dewar for the kindness and courtesy he displayed when I was on the verge of tears. This, to me, is a fine example of the type of employee Eaton's has, and another reason why I shall always be a faithful Eaton Shopper."

All Eatonians join in this compliment.



RECENT APPOINTMENTS

WINNIPEG STORE



Department W1037—Shoe Repair Shop:
MR. C. SPEARING, Department Manager.

CATALOGUE WESTERN DIVISION

Heavy Goods Stores

Portage la Prairie, Manitoba:
MR. W. K. McDERMID, Store Manager.

Melville, Saskatchewan:
MR. L. EDWARDS, Store Manager.

Kamloops, British Columbia:
MR. J. G. WILLIAMSON, Store Manager.

Penticton, British Columbia:
MR. S. R. NOBLE, Store Manager.

WESTERN BRANCHES

EDMONTON STORE

Department E421—Hearing Aids:
MR. J. E. THOMAS, Department Manager
(in addition to his present duties in Department E221).

Merchandise Display, Ticket Writing, Sketching, Windows:
MR. K. H. CLIFFORD, Assistant.

Engineers, Light, Heat, Power, Fire Protection, Elevators:
MR. S. G. RILEY, Department Manager;
MR. M. POINTER, Assistant.

MOOSE JAW STORE

Department MJ212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candles, Jewellery, Hollow-ware, Flat-ware, Watches, Clocks, Hand Bags, Leather Goods, Notions, Shoe Findings, Fancy Goods and Wools:
MR. J. I. MACDONALD, Assistant (Sections 5, 14, 15, 22, 24).

NEWS OF AND FOR EATONIANS

The Free Press of March 24 carried a sports story of interest to us and to all five-pin bowlers. ROBERTA THOMPSON of the Catalogue Correspondence Department, recorded a perfect five-pin game (score of 450, if you are a rookie on the subject) on Thursday, March 23 at the Bowladrome when rolling in the Tri-Utility League for Champs. The paper said it was the first perfect game rolled this season in Winnipeg. Congratulations, Roberta!



Staff Training Reports

BRANDED LINES CROSSWORD CONTEST

CONGRATULATIONS TO THE WINNERS!

OUR COMPLIMENTS TO ALL WHO ENTERED

The interest shown in the puzzle indicates that Branded Lines is a very live subject throughout our organization. Here is a list of the winners:

Group One—Regular Selling Staff

First Prize

Mr. A. M. Arklie, Floor Coverings

Second Prize

Mrs. C. Smith, Infants' Goods

Consolation Prizes

Mrs. E. McComb, Grill Room Products

Mrs. E. Robinson, Candies

Miss S. McPhail, Dept. 926

Miss I. Dunsheath, Men's Shoes

Mr. C. Chesley, Radios, TV

Group Three—Occasional Help

First Prize

Mrs. O. Hardie, Hosiery

Second Prize

Mr. G. Simmons, Parcellers

Consolation Prizes

Mrs. T. Anderson, Boys' Wear

Mrs. J. English, M.O. Shipping

Mrs. K. Van Hooenbeck, Men's Shoes

Mr. J. Coppinger, Notions

Mr. R. Clark, Dispatch Carriers

Group Two—Regular Non-Selling Staff

First Prize

Mrs. R. Cummings, Wages Office

Second Prize

Mr. J. Penner, Watch Repair

Consolation Prizes

Mrs. H. Paterson, Cash Office

Mr. C. Thorlakson, Watch Repair

Mr. W. McLeod, Time Office

Mr. D. Newhouse, Correspondence Office

Miss L. Nicholson, D.A. Office

Group Four—Regular Mail Order

First Prize

Miss G. Clover, Catalogue Shoes

Second Prize

Miss B. Bewick, 7000 Dept.

Consolation Prizes

Mrs. P. Galbraith, Catalogue Distribution

Miss M. Cannon, M.O. Copying

Miss C. Peloquin, M.O. Copying

Mr. H. Summerfield, 122C Dept.

Miss A. Werner, Exchanges

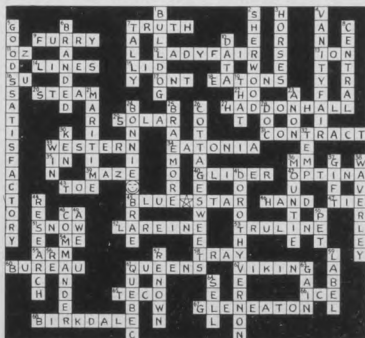
You may notice that four groups of prizes were allotted rather than the three announced earlier. This was done because so many entries came in from our Catalogue Division. A total of 788 entries was received. All of these were checked (an eye-straining task) and perfect entries were found in the following quantities:

Group 1: 124; Group 2: 79; Group 3: 38; Group 4: 77.

The winners in each group were then selected from the perfect entries by draw. In every perfect entry we were pleased to note that EVERY brand name was correctly spelled.

KNOW
YOUR
BRANDED
LINES

SELL
BRANDED
LINES WITH
CONFIDENCE



BLOOD DONOR CLINIC

DATES: TUESDAY, APRIL 25 AND WEDNESDAY, APRIL 26

TIMES: 9:00 to 11:30 a.m. and 1:30 to 4:00 p.m.

We will have another opportunity to contribute blood at the times noted above. If you are a regular contributor, please make arrangements to donate again this time. If you have not contributed before, plan to begin with this opportunity. Here are some questions and answers that may help you decide.



**This is a
GIFT of LIFE**

WHY SHOULD I BE A DONOR?

If everyone gives there will be an ample supply of blood when you, or a member of your family, needs it.

WHO CAN GIVE BLOOD?

Anyone in average health between the ages of 18 and 65 years.

HOW MUCH DO I GIVE?

Three-quarters of a pint—only one-twentieth of the average body content. This is replaced within 24 hours.

WHAT HAPPENED BEFORE THIS FREE RED CROSS SERVICE?

The patient paid approximately \$25 for each transfusion or frantically appealed to friends or the public for donors to replace two bottles for every one received.

HOW MANY DONATIONS ARE NEEDED TO MAINTAIN THE SERVICE?

An average of one bottle of blood must be collected every 15 seconds of every working day to maintain an adequate supply of whole blood products. More than 555,000 bottles will be required for transfusion therapy for patients in Canadian hospitals this year.

LONG-SERVICE ANNIVERSARIES

FORTY-FIVE YEARS

Mr. Robert Sim,
Lower Priced Store Shoes.....April 24
Miss Tilly Vance, Telephones.....May 8

FORTY YEARS

Miss Bessie Smith,
Catalogue ExchangesApril 22

THIRTY-FIVE YEARS

Miss Maude E. Davies,
Catalogue ExchangesApril 12
Miss Margaret G. McCann,
Women's High Grade Shoes.....April 12
Mr. Walter J. Freeman,
Dept. Manager, B.P. Office.....April 21
Mr. Donald M. Bird, Plumbing
and Kitchen Units.....April 26
Mr. A. E. Smith,
Women's High Grade Shoes.....May 1

TWENTY-FIVE YEARS

Mr. Patrick S. Fellowes,
Lower Priced Store Furniture.....April 14
Mr. Roy M. Fowler,
Dispatch CarriersApril 27
Mr. A. Bruce Davey,
City Inspectors.....May 4
Mrs. Ruth Gordon, Order Board.....May 4
Miss Elizabeth Barbara Murray,
Catalogue MillineryMay 4
Mr. Arnold W. Neville, Assistant,
Catalogue Girls' Wear.....May 4
Mr. John Finn, Night Watchmen.....May 11
Mr. Herbert W. Headon,
CaretakingMay 11
Mrs. Maria S. S. Stoutenberg,
Foodateria.....May 11



MR. WILLIAM RUSSELL

Mr. William Russell, who died at Mission City, B.C., on Sunday, February 19, was a retired member of the Men's Tailoring Workroom. He worked in that department from 1930 until his retirement in 1948.

MR. FRANK H. MCCORQUODALE

Mr. Frank H. McCorquodale died on Monday, March 20. He had worked for the Company for 36 years before his retirement from the Catalogue Men's Furnishings Department in 1955. He is survived by his wife, four daughters and a sister, and 12 grandchildren and two great-grandchildren. To them we extend our sincere sympathy.

MR. ERNEST HENRY JOHN COLLETT

Mr. Ernest Collett died on Saturday, March 18. He had been Manager of the Jewellery and Watch Repair Department for 32 years prior to his retirement in 1943. He is survived by his wife, three sons, eight grandchildren and his sister. Our sympathy goes out to them at this sad time.

MR. THOMAS GRIFFITHS

Mr. Thomas Griffiths, a retired member of the staff of the Printing Department, died on Thursday, March 9, in Kingston, Ontario. He retired in 1952 after 11 years' service with the Company. He is survived by his wife and a daughter to whom we extend our deepest sympathy.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Mother

Mr. J. Bruce.....City Advertising
Mrs. J. Stear.....Budget Plan
Mrs. M. Broily.....Catalogue Dress Goods
Mr. A. Black.....Delivery
Mr. A. Webster.....Delivery

In the Loss of a Father

Mr. T. Benoit.....Alexander Warehouse
Miss M. Robinson.....Western Div. Carpet Stock
Miss I. Tetreault.....Catalogue Women's Dresses
Mr. J. Collett
Lower Priced Store Infants', etc., Wear
Mr. H. Graham.....Warehouse Operating
Miss W. Alcott.....Catalogue Notions
Mr. J. C. Reid.....Catalogue Furniture
Mrs. A. Livingstone.....Cash Office
Mr. T. W. Sheardown.....Interior Design Studio
Mrs. A. Klippenstein.....Caretaking
Miss D. Johnston.....Furniture
Miss L. Lestyshyn.....5th Floor Restaurant Bar
Mrs. D. Verbeck.....Drugs
Mr. A. E. Stimpson.....Women's Furs
Mrs. M. Proveda.....Drugs
Mrs. H. Kent.....Cash Office
Mrs. B. McLennan.....Cash Office

Contacts, April, 1961

In the Loss of a Step-Father

Mr. M. Semotiuk.....Catalogue Furniture

In the Loss of a Wife

Mr. W. McDowell.....Head Cashiers' Office

In the Loss of Her Husband

Mrs. E. D. Crick.....Telephones

In the Loss of a Brother

Mr. A. Hawthorne.....Catalogue Furniture
Mrs. G. Makus.....3rd Floor Coffee Bar
Mrs. M. Orchard.....Catalogue Exchanges
Mr. J. Watson.....Staples

In the Loss of a Sister

Mr. J. K. Barling
Catalogue Merchandise Manager
Mrs. R. Skafffeld.....Tailoring Work-room
Mrs. A. Pilkington.....Catalogue Copying

In the Loss of a Son

Mr. S. Green.....Staff Training

Twenty-Three



EATON EMPLOYEES' HOBBY SHOW OF 1961

Monday, June 5 to Saturday, June 10, 1961

ASSEMBLY HALL, SEVENTH FLOOR (During Store Hours)

CLASSES:

1. PHOTOGRAPHY

- (a) Portrait
- (b) Animal
- (c) Children
- (d) Scenes

2. ART SECTION

- (a) Painting—Oil, Water Colour or Pastels
- (b) Sketching—Pencil, Ink, Charcoal
- (c) Sculpture
- (d) Figurine and China Painting

3. COLLECTIONS

- (a) Stamps and Coins
- (b) Others

4. PRACTICAL HANDICRAFT

- (a) Furniture, Inlaid and Mosaic Craft
- (b) Shell Craft, Jewellery, Ceramics

4. Practical Handicraft (Continued)

- (c) Metal Crafts
- (d) Leather Tooling
- (e) Models—Planes, Railroads, etc.
- (f) Pre-planned Paintings
- (g) Toys

5. ART NEEDLEWORK

- (a) Cutwork
- (b) Embroidery
- (c) Needle Point
- (d) Petit Point
- (e) Cross-stitch Work
- (f) Crocheting
- (g) Knitting
- (h) Bedspreads, Afghans, Table Cloths
- (i) Punch Work
- (j) Weaving
- (k) Rugs

6. MISCELLANEOUS

Entry Forms must be completed and sent in **not later than May 1, 1961.**

All work submitted must be the work of the exhibitor.

Exhibits which have won in previous Employees' Hobby Shows will not be eligible for competition but may be entered for display only.

A separate entry form is required for each exhibit.

Obtain Entry Forms from:

Contacts Office, Second Floor, Store
Service Building Time Office

Catalogue Building Time Office
Alexander Warehouse Time Office

This is YOUR Hobby Show